



RAM

2012 RAM COMMERCIAL VEHICLES



**OUR TERMS OF ENGAGEMENT:
QUALITY AND RELIABILITY.**

THIS IS HOW RAM DRIVES YOUR BUSINESS.



HEAVY DUTY
Ram 2500 shown

RAM 5500/4500 CHASSIS CABS



6.7-liter Cummins® Turbo Diesel with intercooler (305 hp/610 lb-ft of torque)
• Standard 6-speed manual with driver-side PTO access • With new available MAX Tow Package: max GCWR: 30,000 lb^[2] (both models); max trailer tow figures 5500: 22,200 lb;^[2] 4500: 22,250 lb^[2] • Available 6-speed AISIN® automatic with passenger-side PTO access • 2-speed manual part-time or 2-speed electronic shift-on-the-fly transfer case, available • 34-inch-wide C-channel frame rated at 50,000 psi yield strength

RAM 3500 CHASSIS CABS



5.7-liter gas V8 with Variable Valve Timing (VVT) with standard 66RFE 6-speed automatic (383 hp/400 lb-ft of torque) • Available 6.7-liter Cummins Turbo Diesel with intercooler (305 hp/610 lb-ft of torque) • 6-speed manual (standard, Cummins only) • 6-speed AISIN automatic (available, Cummins only) • 2-speed manual transfer case or 2-speed electronic transfer case, available • 34-inch-wide C-channel frame rated at 50,000 psi yield strength • Max GCWR 26,000 lb^[2] • Max trailer tow 18,750 lb^[2]

RAM 3500/2500 PICKUPS



6.7-liter Cummins Turbo Diesel with intercooler (350 hp/610 lb-ft of torque: standard on 3500; available for 2500)
• Unsurpassed torque^[3] from the 6.7-liter Cummins High Output Turbo Diesel (350 hp/800 lb-ft of torque; available for both models with the 68RFE 6-speed automatic) • 5.7-liter HEMI® V8 with VVT (2500 models only; 383 hp/400 lb-ft of torque) • RamBox® Cargo Management System now available for select models^[4]
• Best-in-class interior volume^[3] for a heavy-duty pickup, with Ram Mega Cab®
• 3500 max GCWR 30,100 lb^[2]
• 3500 max trailer tow 22,750 lb^[2]

RAM 1500 PICKUPS



3.7-liter V6 with 4-speed automatic, standard • Available 4.7-liter Flex Fuel V8 with 65RFE 6-speed automatic
• Available 5.7-liter HEMI V8 with VVT and MDS Fuel Saver Technology with 65RFE 6-speed automatic • Nine different trim levels • Electric-shift part-time or on-demand transfer cases
• RamBox Cargo Management System now available for all trim levels and all cab configurations^[4] • Ram 1500 Tradesman model for work-specific commercial use

NEW RAM C/V



3.6-liter Pentastar® V6 with Flex Fuel calibration (283 hp/260 lb-ft of torque)
• 6-speed automatic transmission
• Commercial-grade suspension
• Flat aluminum load floor with antiskid mat floor covering • Available premium load floor with in-floor storage • Upfit-friendly, with available packages and items from Mopar® • Max interior room: 144 cu ft • Max payload: 1,800 lb
• Max trailer tow: 3,600 lb^[2]

Properly secure all cargo.

RAMTRUCKS.COM

LIGHT DUTY
Ram 1500 Tradesman shown



CARGO VAN
New Ram C/V



THIS IS THE NEW INDUSTRIAL REVOLUTION.



Properly secure all cargo.

DISTINGUISHED HISTORY. ENDURING LEGEND.

The hemispherical head has a history more than a century old, with a heritage so rich, it helped define the distinctively American Muscle Car Era. Today, with its dual spark plug technology and unique hemispherical combustion chambers burning fuel with outstanding efficiency, the 5.7-liter HEMI® V8 offers compelling reasons as the engine of choice when gas is the preferred fuel.



EFFICIENT AND INGENIOUS: MDS FUEL SAVER TECHNOLOGY ON RAM 1500.

Under a wide range of conditions, the 5.7-liter HEMI V8 transformation from a powerful V8 into an efficient 4-cylinder goes unnoticed — with one sole exception: the increase in fuel efficiency.

ABOVE ALL, IT CARRIES AN IMPECCABLE REPUTATION. The available HEMI V8 for Ram 1500 features both Variable Valve Timing (VVT) and the innovative MDS Fuel Saver Technology, which seamlessly shuts down four cylinders to transform the mighty V8 into a fuel-sipping four cylinder. The standard 5.7-liter HEMI V8 on Ram 2500 pickup and Ram 3500 Chassis Cab models also features VVT — technology that increases engine breathing, with resultant gains in torque and efficiency. For towing, hauling, and acceleration, this is a legend at work.



5 YEAR/100,000 MILE
POWERTRAIN WARRANTY

WARRANTIES AS TOUGH AS THE POWERTRAINS THEY PROTECT. The business of a Ram truck is to deliver quality. All Ram powertrains cover you with a 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]



CUMMINS + RAM. THERE IS NO EQUAL.

CUMMINS.® BIG-RIG CAPABILITY JUST GOT BIGGER. With enough strength to power a semi, the Cummins Turbo Diesel easily assumes leadership for Ram Heavy Duty pickups. Credit goes to the available Cummins High Output and its extraordinary torque. While both versions of the Cummins are the only diesels in the class^[3] to not require a Diesel Exhaust Fluid (DEF) system, the available 6.7-liter Cummins High Output Turbo Diesel increases strength exponentially. With the available MAX Tow Package, a properly equipped Ram 3500 Regular Cab ST Dually 4x2 achieves a maximum GCWR of 30,100 lb,^[2] along with towing that now reaches a stunning 22,750 lb.^[2]



ELECTRONIC CONTROL MODULE (ECM): This proprietary Cummins engineering enables the engine to respond faster to throttle and acceleration. Its expanded electronic features were specifically designed to meet the more rigorous demands of the commercial market.

PEAK TORQUE AT 1,600 RPM, 350 MAX HP AT 3,000 RPM: The engine control module features upgraded software, resulting in improved performance mapping for the engine. Specifically, it allows the available Cummins High Output Turbo Diesel to reach peak torque at only 1,600 rpm, which exceeds the output of the standard Cummins in the 1,200-2,800 rpm range.

TOUGH TORQUE CONVERTER: The available 68RFE automatic transmission coupled to the available Cummins High Output Turbo Diesel also contributes to performance; it houses the torque converter, which was specifically designed to help improve engine/transmission integration; by maintaining peak torque rpm, towing capability on grades shows dramatic improvement.

30,100-LB GCWR:^[2] Ram 3500 offers an outstanding trailer tow rating. For commercial purposes, it's ideal: with the available Cummins High Output in Ram 3500 pickup, all Ram towing figures ramp up. There is, however, a leader: Ram 3500 Regular Cab ST Dually 4x2 with the available MAX Tow Package grabs a 30,100-lb GCWR,^[2] with the impressive ability to tow up to 22,750 lb.^[2] Credit an upgraded rear axle, a 4.10 axle ratio, rear differential cover with cooling fins to dissipate heat, strengthened rear axle pinion and helical gears, engine-mounted water-to-oil transmission cooler, upgraded power steering cooler, and a crankshaft damper to reduce engine noise and vibration.

INTEGRATED GRID HEATER: This technical accomplishment results in unexpected and totally reliable cold-starting ability. Cummins Turbo Diesel engines start without glow plugs or an ancillary block heater in temperatures as low as -20°F.



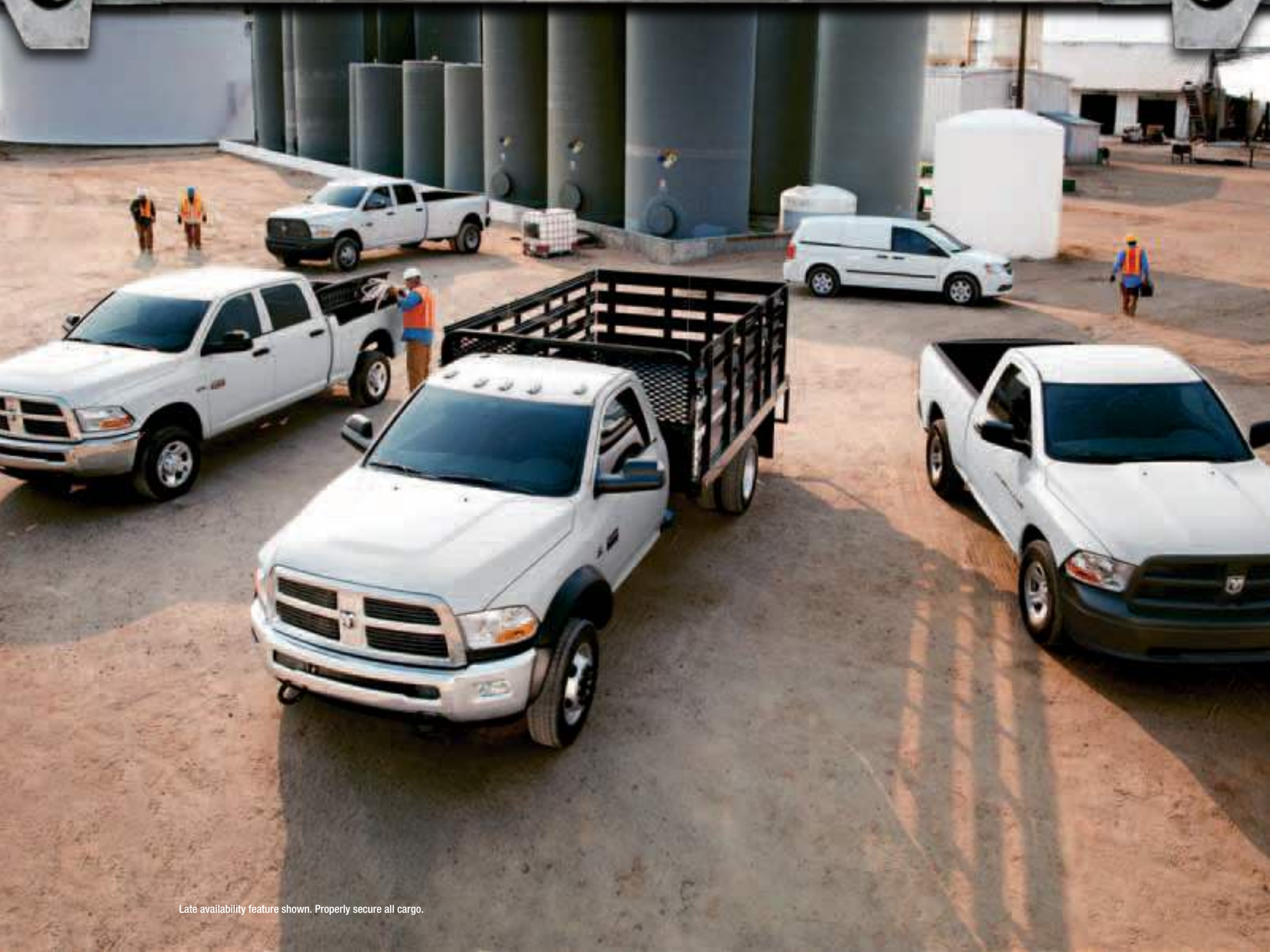
CUMMINS + RAM. IN EVERY WAY, A HIGH-OUTPUT PARTNERSHIP.

Ram and Cummins have worked together for nearly a quarter of a century; this is team playing that just flat-out works. While the technical differences between Cummins Turbo Diesels and competitive engines are substantial (and involve every aspect of engineering and materials, even down to the placement of the oil pan), the true value is found where it counts: in real-life bottom-line business issues. Think incontestable durability and quality. Think workhorses designed and built for a life of hard labor — and which you can reliably count on, day after day — a sure indication of proven dependability. And think quality so exceptional, it's measured in terms of time and space: a 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]

**UNSURPASSED
TORQUE,^[3]
OUTSTANDING
TOWING CAPABILITY.^[2]**

The available Cummins High Output Turbo Diesel raises torque to 800 lb-ft and towing up to 22,750 lb.^[2]

OUR BEST STRENGTHS RUN IN THE FAMILY.



Late availability feature shown. Properly secure all cargo.

RAM CHASSIS CABS

5500

SHOWN BELOW: Ram 5500 Crew Cab SLT in
Flame Red with aftermarket Dump Body upfit.

PERFORMANCE-ENHANCED BY DESIGN.



THE ULTIMATE IN BODY-BUILDING CHARACTER.

Some strengths you count. Others you weigh. The designers behind Ram 5500 Chassis Cabs took it all into consideration. The results give you a distinctively upfit-friendly and versatile truck, with all components below the flat 34-inch frame rails, and a DEF-filler neck independent of the cab. Here's where outstanding handling combines with rear frame capability so good, it carries best-in-class^[7] strengths. Above all, it's engineering focused on low cost of ownership — and that's an advantage you can build on.

RAM 5500 CHASSIS CABS

HARDER

- > 6.7L CUMMINS® TURBO DIESEL WITH STANDARD DIESEL EXHAUST BRAKE
- > LARGEST BRAKE ROTORS IN THE CLASS^[6]
- > AVAILABLE COMMERCIAL-GRADE AISIN® 6-SPEED AUTOMATIC TRANSMISSION

SMARTER

- > BEST-IN-CLASS^[6] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[1]
- > CERTIFIED CLEAN IDLE FOR ALL 50 STATES
- > STANDARD 52-GALLON TANK WITH EXCELLENT FUEL EFFICIENCY FOR EXCEPTIONAL RANGE

THE FORMIDABLE 6.7L CUMMINS TURBO DIESEL.



At only 1,600 rpm, you've got 610 lb-ft of eminently capable torque ready to be put to work.

BEST-IN-CLASS STANDARD 18,750-OR 19,500-LB GVWR.^[5]

Properly equip a Ram 5500 Chassis Cab, and its best-in-class standard GVWR^[5] accommodates just under 10 tons, giving you unparalleled confidence and capability.

BEST-IN-CLASS REAR FRAME STRENGTH.^[7]

Ram Chassis Cabs utilize super-capable rear frames with a C-channel design. Rated at 50,000 psi, they're ready for the toughest jobs and upfits.

AN INTELLIGENT DEF SYSTEM.

From the get-go, the design of the Ram 5500 Chassis Cabs took the SCR/DEF system into consideration. All components for this emissions system are below the cab and out of the way of upfit zones.

STOP HERE FOR EXCEPTIONAL BRAKE FIGURES.

ONLY RAM: A NEW GCWR OF 30,000-LB.^[2]

AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER.



RAM CHASSIS CABS

4500

SHOWN BELOW: Ram 4500 Regular Cab SLT
in Bright White with aftermarket upfit.

LIMITED ONLY BY YOUR IMAGINATION.



EAGERLY TAKES ON A LIFETIME OF HARD LABOR.

We subjected our trucks to rigorous preproduction testing, and they met those demands with flying colors — giving you quality that's custom-made for business. By measuring cost of ownership and by increasing capability, Ram 4500 Chassis Cabs with the available MAX Tow Package deliver a 30,000-lb^[2] maximum GCWR for your work. And while factors like extended brake life may help reduce costs, we underscore Ram reliability with superb quality: a best-in-class^[6] 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]

Properly secure all cargo.

RAM 4500 CHASSIS CABS

HARDER

- > BEST-IN-CLASS^[6] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[1]
- > MAX GVWR OF 16,500 LB^[2]
- > NEW AVAILABLE MAX GCWR OF 30,000 LB^[2]
- > LARGEST BRAKE ROTORS IN THE CLASS^[6]

SMARTER

- > BEST-IN-CLASS^[6] STANDARD ALTERNATOR — 180-AMP
- > AVAILABLE B-20 BIODIESEL COMPATIBLE (FLEET ONLY)
- > IMPRESSIVE PTO CAPABILITY FOR HYDRAULIC UPFIT APPLICATIONS
- > FORMIDABLE TIRE SPEED RATINGS

The standard transmission with the 6.7-liter Cummins® Turbo Diesel. Its durability cannot be overestimated, and it permits greater operator control over its automatic counterparts.

AISIN® 6-SPEED AUTOMATIC TRANSMISSION.

Available only with the Cummins, the PTO capability of this transmission is matched by its strength: it was designed to specifically handle the output of the 6.7-liter Cummins Turbo Diesel.

PTO-FRIENDLY FROM THE GET-GO.

Power Take-Off capability is critical. Both transmissions mated to the Cummins Turbo Diesel in Ram Chassis Cabs support a variety of upfits — hydraulic and other — making Ram versatile at every turn.



THIS IS WHAT IT TAKES: AVAILABLE 30,000-LB^[2] GCWR.



BUILT-IN UPFITTER SWITCHES.



THREE AVAILABLE AXLE RATIOS.

RAM CHASSIS CABS

3500

SHOWN BELOW: Ram 3500 Crew Cab SLT in Bright Silver Metallic with aftermarket Service Body upfit. Properly secure all cargo.

IF ONLY ALL PARTNERS WERE THIS RELIABLE.



THESE ASSETS COME WITH GENEROUS DIVIDENDS.

The capability of Ram 3500 Chassis Cabs has been proven beyond doubt. Standard powertrain: 5.7-liter gas V8 mated to the 66RFE 6-speed automatic. The 6.7-liter Cummins® is available with two transmission choices. Coming to the job with sharp exterior styling, unassailable power, and an ultra-comfortable interior, Ram 3500 Chassis Cabs warrant top-tier consideration for virtually any upgrade. The list of upfitter-friendly assets starts with clean, flat frame rails and a free-standing DEF filler neck positioned independent of the cab. The available front GAWR of 5,500 lb^[2] — ideal for snowplows — is convincing proof that these Chassis Cabs are built to handle it all.

RAM 3500 CHASSIS CABS

HARDER

- > BEST-IN-CLASS STANDARD HORSEPOWER AND TORQUE^[8] WITH THE 5.7L GAS V8
- > AVAILABLE 6.7L CUMMINS DIESEL
- > AVAILABLE COMMERCIAL-GRADE AISIN® 6-SPEED AUTOMATIC TRANSMISSION
- > BEST-IN-CLASS REAR FRAME STRENGTH^[7]

SMARTER

- > BEST-IN-CLASS REAR FUEL TANK SIZE^[7] AND EXCELLENT FUEL EFFICIENCY FOR EXCEPTIONAL RANGE
- > ELECTRONIC RANGE SELECT (ERS) STANDARD ON 6-SPEED AUTOMATIC TRANSMISSIONS
- > LARGE 7x11-INCH TRAILER TOW MIRRORS, STANDARD ON EVERY 3500 CHASSIS CAB



BEST-IN-CLASS REAR FRAME STEEL STRENGTH.^[7]

LARGEST REAR FUEL TANK IN THE CLASS.^[7]



MASSIVE BRAKES.

EIGHT-BOLT LUGS.



BEST-IN-CLASS
STANDARD HP AND
TORQUE^[8]: 5.7L GAS V8
WITH VVT.

Few engines in the working world carry the authority of the 5.7-liter gas power plant, offering features like VVT (Variable Valve Timing) to open up engine breathing, with welcome gains in torque.



AVAILABLE
6.7L CUMMINS
DIESEL AND 6-SPEED
MANUAL TRANSMISSION.

Built to power semi trucks, the Cummins paired with the available six-speed manual delivers extreme pulling power, helps decrease fuel consumption, and offers increased control over an automatic.



RAM PICKUPS

3500 HEAVY DUTY

SHOWN BELOW: Ram 3500 Crew Cab
SLT in Bright White. Properly secure all cargo.

**WHEN IT COMES TO TOWING,
YOU'VE COME TO THE RIGHT PLACE.**



FAR AND ABOVE THE REST.

Compare a Ram 3500 pickup to any competitive model, and the differences stand out with brilliant clarity. Other diesel-powered pickups in the class^[3] require the money, time, and hassles to support their Diesel Exhaust Fluid (DEF) systems. Not this one. Capability is, of course, built into the design. With the available 6.7-liter Cummins® High Output Turbo Diesel paired with the 6-speed automatic transmission, you've got torque measured at an unsurpassed 800 lb-ft.^[3] Add the available MAX Tow Package, and you're looking at stand-out towing: a Ram 3500 Regular Cab ST Dually 4x2 delivers a maximum GCWR of up to 30,100 lb,^[2] with the ability to tow trailers up to 22,750 lb,^[2] with payload up to 5,180 lb.^[2] You want pull. Ram 3500 Heavy Duty pulls its weight — and you can count on it.

Properly secure all cargo.



RAM 3500 HEAVY DUTY

- HARDER**
- > AVAILABLE CUMMINS HIGH OUTPUT: 800 LB-FT OF TORQUE, FOR OUTSTANDING 22,750-LB MAX TOW CAPACITY^[2] AND A MAXIMUM GCWR OF 30,100 LB^[2]
 - > STANDARD 6.7L CUMMINS TURBO DIESEL WITH 6-SPEED MANUAL TRANSMISSION DELIVERS 610 LB-FT OF TORQUE
 - > AVAILABLE 6-SPEED AUTOMATIC TRANSMISSION WITH ROBUST TORQUE CONVERTER
- SMARTER**
- > STANDARD DIESEL EXHAUST BRAKE ENABLES GREATER CONTROL OVER HEAVY LOADS
 - > AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER WITH ELECTRIC-OVER-HYDRAULIC CAPABILITY
 - > STANDARD ELECTRONIC STABILITY CONTROL (ESC)^[12] ON ALL SINGLE REAR WHEEL MODELS



RAM HEAVY-DUTY MEGA CAB.[®] THE LARGEST INTERIOR VOLUME IN THE CLASS.^[3]
Sure, it'll easily tow tons, but with the largest interior volume in its class,^[3] there's tons of room for passengers and — with the fold-flat rear seat area — for cargo you want to keep inside.



SERIOUS CAPABILITY.



FIFTH-WHEEL HITCH.



NEW CHOICES GIVE YOU EXCEPTIONAL TRAILERING.

RAM PICKUPS

2500 HEAVY DUTY

SHOWN BELOW: Ram 2500 Crew Cab Big Horn in Flame Red with aftermarket Snowplow.

BUILT TO EXCEL. IN EVERY FIELD.

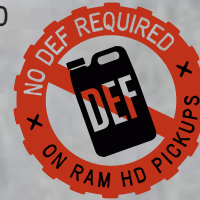
Look at these front GAWR ratings, and "bulldozer" capability instantly comes to mind. For northern latitudes, this is front axle strength designed for heavier snowplow applications.



A COMFORTABLE MEANS TO MOVE MOUNTAINS.

Three cab sizes, three-quarter-ton capability — and 100% fervor. Ram 2500 pickups feature the standard 5.7-liter HEMI® V8, with the available 6.7-liter Cummins® High Output Turbo Diesel providing an unsurpassed 800 lb-ft of torque.^[3] Unlike competitive diesel-powered pickups,^[3] Ram 2500 with either available Cummins Turbo Diesel requires no DEF whatsoever — of course, while still meeting all 50-state emissions standards. And the Ram 2500 Power Wagon® stands alone in the field — as the most capable off-road full-size pickup. Whether you're moving men or mountains, Ram 2500 is the right move.

Properly secure all cargo.



RAM 2500 PICKUPS

- HARDER**
- > AVAILABLE 6.7L CUMMINS TURBO DIESEL ENGINES IN EITHER STANDARD OUTPUT OR HIGH OUTPUT VERSIONS
 - > MODELS INCLUDE THE OFF-ROAD LEADER: THE FORMIDABLE RAM POWER WAGON
 - > 6-SPEED AUTOMATIC TRANSMISSION
 - > AVAILABLE, UNSURPASSED 800 LB-FT OF TORQUE^[3]
- SMARTER**
- > ELECTRONIC RANGE SELECT (ERS) ON 6-SPEED AUTOMATIC TRANSMISSIONS
 - > NO DEF SYSTEM REQUIRED WITH EITHER AVAILABLE CUMMINS ENGINE
 - > AVAILABLE INTEGRATED ELECTRIC-OVER-HYDRAULIC TRAILER BRAKE CONTROLLER
 - > STANDARD ELECTRONIC STABILITY CONTROL (ESC)^[12] ON ALL 2500 MODELS
 - > UNSURPASSED^[3] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[11]



RAM ONLY: NO DEF SYSTEM HERE. YOU'LL SAVE MONEY, TIME, AND HASSLES.

The difference between a Ram with a Cummins and other diesel-powered pickups in the class^[3] is substantial. They all require a DEF system — with all the associated expense of money, time, and hassles. Only Ram and Cummins offer this freedom.

RAM ONLY: THE CLASS-EXCLUSIVE^[3] RAMBOX® CARGO MANAGEMENT SYSTEM.

Innovative, practical, and versatile, the RamBox System is now available for Ram Heavy Duty models with 6'4" beds.^[4] Includes two dry, lit, lockable and drainable side-bed boxes, cargo rails, and a cargo bed extender/divider.

DURABILITY BACKED BY OUTSTANDING WARRANTIES.

JOB-RATED, AND RIGHT-SIZED FOR IT ALL.

NEW FOR RAM HEAVY-DUTY: THE CLASS-EXCLUSIVE^[3] RAMBOX® CARGO MANAGEMENT SYSTEM.



Late availability feature shown.

RAM PICKUPS

1500 LIGHT DUTY

SHOWN BELOW: Ram 1500 Tradesman in Bright White with available RamBox Cargo Management System.^[4]

JOB RATED FOR LIFE.

**CLASS-EXCLUSIVE:^[1]
THE AVAILABLE RAMBOX[®]
CARGO MANAGEMENT SYSTEM
FOR ALL TRIM LEVELS.^[4]**

Two lockable, drainable, and lit boxes for tools, equipment, or supplies. The system is completed by an ingenious extender/divider for the cargo bed and cargo rails with sliding tie-down anchors.

Late availability feature shown. Properly secure all cargo.

SKILL SETS MEASURED BY ECONOMIES OF SCALE.

Little doubt why Ram 1500 excels at so many jobs: when you consider all the advantages of this worker, perfection is mighty close at hand. Like the available 5.7-liter HEMI® V8 with MDS Fuel Saver Technology and Variable Valve Timing (VVT) delivering up to 20 hwy mpg.^[10] Like the versatile RamBox® Cargo Management System now available on all models with 5'7" and 6'4" beds.^[4] Like the class-exclusive^[11] rear suspension. Like standard ESC^[12] contributing to trailer control and impeccable road manners. Like the capable Ram 1500 Tradesman® built with the right work credentials. Put it all together, and Ram 1500 is off the charts.

Properly secure all cargo. The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.



RAM 1500 LIGHT DUTY

HARDER

- > CHOOSE FROM 3 EFFICIENT ENGINES. ALL CAPABLE OF ACHIEVING 20 HWY MPG^[10]
- > 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[1]
- > AVAILABLE 5.7L HEMI V8 WITH MDS FUEL SAVER TECHNOLOGY

SMARTER

- > ELECTRONIC RANGE SELECT (ERS)
- > UP TO 43 INNOVATIVE STORAGE AREAS (CREW CAB)
- > AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER
- > STANDARD INTEGRATED 4- AND 7-PIN TRAILER CONNECTORS
- > CLASS-EXCLUSIVE^[11] RAMBOX SYSTEM IS NOW AVAILABLE FOR ALL TRIM LEVELS^[4]



PERFORMANCE AND VALUE: TRADESMAN. Take a 1500 Regular Cab ST and add exceptional features, all standard, and you've got a partner ready to work. 5.7-liter HEMI V8 with efficient 20 hwy mpg.^[10] Six-speed automatic. Heavy-duty engine and transmission cooling and shocks. Class IV trailer hitch. Factory-installed Spray-in bedliner. Authoritative 17-inch steel wheels. There's much more, plus impressive options — backed by a comprehensive Powertrain Limited Warranty.^[1]

1,909-LB^[2] MAXIMUM PAYLOAD. Some jobs demand hauling that exceeds half-ton capability. Ram 1500 was designed for those jobs, day-in, year-out, with payload capacity approaching a full ton.



CLASS-EXCLUSIVE:^[11] THE FIVE-LINK COIL SPRING REAR SUSPENSION.



TWO AVAILABLE TRANSFER CASES.

RAM C/V

CARGO VAN

SHOWN BELOW: Ram C/V in Stone White. Properly secure all cargo.

NEW RAM C/V
CARRIES THE DAY. ALL YEAR LONG.



ROOM TO MOVE. ROOM TO GROW.

Introducing the newest member of the Ram Commercial family: Ram C/V — the light-duty Ram Cargo Van with a heavy-duty attitude. With the best V6 in Ram history — the Pentastar® V6, with Variable Valve Timing (VVT) and Flex Fuel capability for added value — Ram C/V brings it all home with the advantages that count most: best-in-class^[13] horsepower and torque, cargo room and payload. Comprehensive Electronic Stability Control (ESC).^[12] 4-wheel ABS. Commercial-grade tough suspension. Tire Pressure Monitoring System. In every way, this is the exception that rules.

Properly secure all cargo.

NEW RAM C/V

HARDER

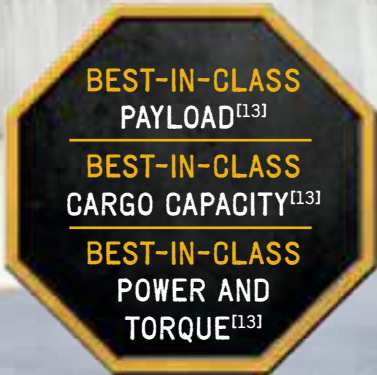
- > PENTASTAR V6 WITH VARIABLE VALVE TIMING (VVT) AND E85 CALIBRATION
- > STANDARD ESC^[12] WITH ALL-SPEED TRACTION CONTROL
- > COMMERCIAL-GRADE HEAVY-DUTY SUSPENSION

SMARTER

- > AVAILABLE PARKVIEW® BACK-UP CAMERA^[9]
- > AVAILABLE HANDS-FREE PHONE^[14]
- > WIDE VARIETY OF AVAILABLE WINDOW PANEL TREATMENTS FOR EXTRA SECURITY
- > STANDARD ALUMINUM LOAD FLOOR WITH ANTISKID STRIPS
- > AVAILABLE DELUXE ALUMINUM LOAD FLOOR WITH THREE IN-FLOOR BINS

REAL-WORLD NUMBERS. The engineering that went into the new Ram C/V gives you measurable benefits that translate into dramatic advantages. Upgraded roof strength increases an already impressive safety factor. The fuel economizer mode communicates real-world fuel savings. Even the ESC^[12] system has been specially tuned for anticipated heavy-duty loads. In every way, the new Ram C/V is how to drive your business forward.

VERSATILITY IS VIRTUALLY LIMITLESS. Given the intelligence of the interior — a huge, larger than 4x8-foot floor and nearly vertical walls — Ram C/V is a natural when your work calls for a custom interior upfit. Need to make your Ram C/V a mobile workshop? You've come to the right space.



BEST-IN-CLASS PAYLOAD.^[13]



BEST-IN-CLASS CARGO CAPACITY.^[13]



BEST-IN-CLASS POWER AND TORQUE.^[13]

RAM INTERIOR FEATURES

HARDER

- > RAM MEGA CAB® MODELS STILL HAVE THE LARGEST INTERIOR VOLUME OF ANY FULL-SIZE PICKUP^[3]
- > OVER 40 INNOVATIVE STORAGE SOLUTIONS, WITH EXCLUSIVE^{[3][11]} IN-FLOOR STORAGE (NOT AVAILABLE ON CHASSIS CABS)
- > AVAILABLE STEERING COLUMN-MOUNTED SHIFTER

SMARTER

- > UCONNECT® SYSTEM WITH AVAILABLE SIRIUSXM™ SATELLITE RADIO^[20]
- > EVIC: THE ELECTRONIC VEHICLE INFORMATION CENTER, WITH ITS CONVENIENT AT-A-GLANCE DISPLAY, IS AVAILABLE FOR ALL RAMS
- > IN-DASH INTEGRATED TRAILER BRAKE CONTROLLER AVAILABLE
- > STANDARD SIDE-CURTAIN AIR BAGS^[17] ON PICKUPS
- > AVAILABLE DUAL-POSITION FOLD-OUT TRAILER TOW MIRRORS

BRILLIANTLY APPOINTED FOR OVERALL COMFORT.

More and more, work trucks double as an office on-the-go — and that requires interior comfort that just flat-out works. The Ram interiors make convenience and comfort part of the job description. From the rear legroom-friendly Ram Crew Cab to the best-in-class interior volume^[3] of Ram Mega Cab to the multiple five-gallon bucket accommodation behind the front seats of every Ram Regular Cab, here's where you'll enjoy sophisticated standard and available electronics that keep you in touch with everyone: the guys on the job site, your customers, your friends, your family. Whether you're wearing overalls or a business suit, the Ram interior gives you the best.

Properly secure all cargo.

SMART BUSINESS ADDRESS.

WiFi

AVAILABLE WIFI^[18]
MAKES YOUR RAM TRUCK
A ROLLING OFFICE.

Hands-down, this is the smart way to do business, with wireless Internet^[18] access at broadband speeds. Use any mobile device up to 150 ft from the cab.



**CREW CAB: IN-FLOOR
BINS AND AVAILABLE
RAMBOX® SYSTEM.**

Crew Cab pickups feature removable, drainable, and waterproof in-floor bins to store tools, valuables, and even ice. Available RamBox System now smartly expands capability for all trim levels.^[4] See configurations page for details.



115 VOLTS OF ERGONOMIC POWER.

COMMAND CENTRAL.

SURROUNDED BY STORAGE.

SPACIOUS CREW CAB.



STAY CONNECTED. OUTFIT YOUR RAM TRUCK WITH AVAILABLE UCONNECT® SYSTEMS TO HELP STAY IN TOUCH WITH

THE PEOPLE, INFO, AND DEVICES THAT MATTER MOST. IT ACTS AS THE HUB FOR YOUR CELL PHONE, THE INTERNET,^[18] SIRIUSXM™ SATELLITE RADIO,^[20] NAVIGATION SYSTEM, AND EVEN YOUR PERSONAL DEVICES — SUCH AS A SMARTPHONE. ADD SIRIUSXM ADVANCED AUDIO,^[20] AND ENJOY FEATURES LIKE SONG TITLE SAVE, SONG/ARTIST/COMPOSER INFORMATION, GAME ALERTS FOR SPORTING EVENTS, TRAFFIC JUMP, CHANNEL BROWSING (WITHOUT SWITCHING STATIONS), FAVORITE SONG STORING — AND MORE. UCONNECT INTUITIVE SYSTEMS ARE DESIGNED TO MAKE YOUR WORK LIFE EASIER, WHEREVER YOU ROAM.



PHONE. Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is a voice-activated system that allows you to pair up to seven Bluetooth® compatible phones and talk virtually hands-free. This clever system also synchronizes with your phone's address book^[19] — up to 1,000 entries — every time you get into your truck. The added capability of audible text messaging offers instant — and safe — texting.



WEB.^[18] Put the power of high-speed Internet in your vehicle with Uconnect Web!^[18] Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your vehicle a mobile Hotspot within a 150-ft range. Use multiple devices at the same time. There's no need for cell cards or software with this unique Authentic Accessory by Mopar® — connectivity is all done wirelessly.



NAVIGATION. Provides turn-by-turn guidance by Voice Command^[14] and visual display. It can also locate nearby restaurants, shopping, hospitals, or points of local interest. Add SiriusXM Traffic™^[20] for real-time traffic updates, including accident alerts, road closings, and traffic flow. Your first year of SiriusXM Traffic^[20] service is included. Add SiriusXM Travel Link™^[20] for local fuel and movie info, even sports and stock market figures.



VOICE COMMAND.^[14] It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Vocally select FM radio stations, SiriusXM Satellite Radio^[20] channels, make and receive calls, select navigation destinations, and record voice memos. This smart system technology can also be trained to better recognize your voice and can understand commands in English, French, and Spanish.



AN ARSENAL FOR YOUR RAM TRUCK.

These tough components and engineering advantages give Ram pickups and Chassis Cabs unquestioned clout throughout the working world.

5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY⁽¹⁾

SERIOUS PROTECTION Every Ram pickup and Chassis Cab backs you with a fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.⁽¹⁾

ENGINES



The partnership of Cummins and Ram has been running 22 years strong, and now the going is better than ever. The available 6.7-liter Cummins High Output version powering Ram 2500/3500 pickups come to work with its unsurpassed 800 lb-ft of torque⁽²⁾ vaulting Ram 3500 into extreme trailer towing capability.⁽²⁾

Clean by design: on Ram 2500 and 3500 pickups, the Cummins engines require no DEF, while meeting all 50-state emissions standards — a major difference between our pickups and those offered by Ford and Chevy. On Ram 3500 and 4500/5500 Chassis Cabs, the upfitter-friendly DEF system features the filler tube and tank clear of the rear frame upfit zone.

STD: 3500 PICKUP, 4500/5500 CC | OPT: 2500 PICKUP, 3500 CC



In Ram models, the HEMI V8 features an Active Intake Manifold, along with Variable Valve Timing (VVT) to increase engine breathing and help improve torque and efficiency. On Ram 1500, the ingenious Fuel Saver Technology transforms the mighty V8 into a fuel-sipping 4-cylinder. Standard on Tradesman models.

STD: 1500 TRADESMAN, 2500 PICKUP, 3500 CC | OPT: 1500 PICKUP



V8 performance, but with Flex Fuel compatibility. This engine utilizes high-flow cylinder heads and exhaust manifolds, along with dual spark plug technology for clean burning of fuel. Utilizes E85 (ethanol) or gasoline, or any combination of the two.

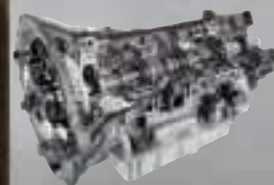
OPT: 1500 PICKUP



Not all work and towing requirements demand the strength of a 5.7L HEMI V8. When you need the efficiencies of a V6 engine and the capability of a Ram 1500, this workhorse is completely up to the job. Major features of the proven V6 include Electronic Throttle Control and SOHC.

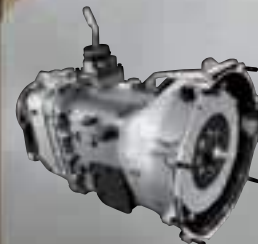
STD: 1500 ST PICKUP

TRANSMISSIONS



Designed for use in semi trucks, the undeniable quality of the AISIN 6-speed automatic is evident in its design. This world-respected powertrain component was specifically engineered to handle the impressive torque output of the Cummins 6.7-liter Turbo Diesel and offers versatile PTO capability.

OPT: 3500/4500/5500 CC



Meet the standard drivetrain partner for the 6.7-liter Cummins Turbo Diesel. Formidable longevity is in part due to its high-ratio sixth gear, allowing lower highway rpm. PTO-capable, this transmission also offers inherent economies over automatics.

STD: 3500 PICKUP, 4500/5500 CC | OPT: 2500 PICKUP, 3500 CC



Electronic Range Select (ERS) adds efficient performance to the mix, but the 68RFE coupled to the 6.7-liter Cummins High Output Turbo Diesel also features a robust torque converter that improves towing on grades.

OPT: 2500/3500 PICKUP



Developed uniquely for the 2012 Ram 2500 Heavy Duty pickup and 3500 Chassis Cab, the 66RFE 6-speed was specifically engineered for a heavier duty rating. All gear ratios are higher than previous 545RFE ratings, with the added 6th gear showing a crisp 0.63 gear ratio. Features Electronic Range Select. Note the capable gear ratio in reverse: 4.44, an ideal number when moving large trailers.

STD: 2500 PICKUP/3500 CHASSIS CAB



The 65RFE is a sophisticated multirange electronically controlled transmission that provides optimized gear ratios for responsive performance along with good fuel efficiency. This transmission also features Electronic Range Select. Paired with the 4.7L and 5.7L V8s.

OPT: 1500 PICKUP

FUNCTIONALITY



Choose from a variety of available radio, telecommunications, navigation and WiFi^[18] systems to stay connected with music, friends, clients, and the Internet.^[18] Subscription required; sold separately.

OPT: 1500/2500/3500 PICKUP, 3500/4500/5500 CC

TOWING



Improve your trailer braking and stability. The readout shows how much braking pressure is applied. It can even be customized for optimal performance: you can increase or decrease trailer brake pressure, depending on the weight of the load.

OPT: 1500/2500/3500 PICKUP, 3500/4500/5500 CC



Available ParkView Rear Back-Up Camera^[9] reduces guesswork when backing up to a trailer, allowing the driver a clear view of the alignment of the hitch ball. No spotter or multiple trips in and out of the cab are needed.

OPT: 1500/2500/3500 PICKUP



EVIC keeps you instantly informed about an important range of vehicle operations, with clear readouts located in the instrument cluster.

STD: 2500/3500 PICKUP, 4500/5500 CC | OPT: 1500 PICKUP, 3500 CC



Multiple modes shown in the EVIC let you customize the control to the properties of your trailer. Works with all trailers up to four axles, including conventional, travel, cargo, livestock and gooseneck.

OPT: 1500/2500/3500 PICKUP AND 3500/4500/5500 CC



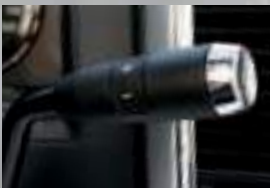
Part of the comprehensive Ram Electronic Stability Control (ESC)^[12] system, TSC detects trailer sway and automatically applies alternating braking force to counteract the sway, helping bring the trailer back to a stable condition.

STD: 1500 PICKUP, 2500/3500 SRW PICKUP



A factory option for the ultimate in fit and finish, the Spray-in bedliner protects the bed of your Ram pickup, and offers a gentle touch for valuable cargo. Standard on Tradesman models.

STD: 1500 TRADESMAN | OPT: RAM 1500/2500/3500 PICKUP



All automatic transmissions for Ram include Electronic Range Select, which allows the driver to manually select the optimal gear for downshifting/engine braking — especially valuable when trailering.

STD: 1500/2500 PICKUP, 3500 CC | OPT: 3500 PICKUP, 4500/5500 CC



Positioned on wide arms for outstanding views of trailered items, these tilt and fold in when not in use. Dual mirrors also feature ultra-wide angle views.

STD: 3500 PICKUP, 3500/4500/5500 CC | OPT: 1500/2500 PICKUP



System includes two lit, locking, and drainable compartments on each side of the cargo bed, a cargo bed extender/divider conveniently stored at the front of the bed, and cargo rails with four adjustable tie-down cleats.

OPT: 1500 PICKUP, 2500/3500 SRW PICKUP



This built-in electronic port and harness directly affect towing convenience for Ram pickups. Intelligently designed over the bumper with convenient illumination nearby, it simplifies towing completely. Just hitch up, plug in, and go.

STD: 1500/2500/3500 PICKUP



This Class IV receiver is invaluable on any Ram full-size pickup when pulling trailers weighing more than 5,000 lb. Its importance is reflected in that it's standard on all Ram 2500/3500 pickups and 1500 Tradesman models.

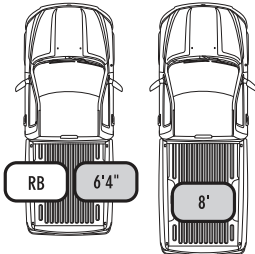
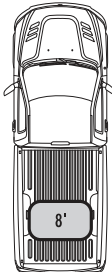
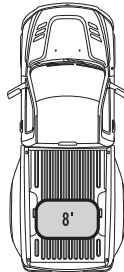
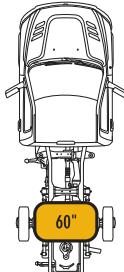
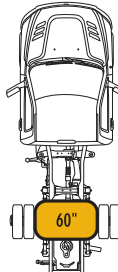
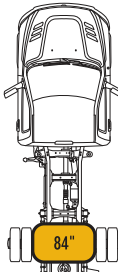
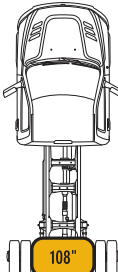
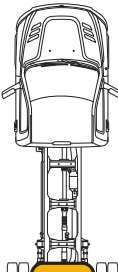
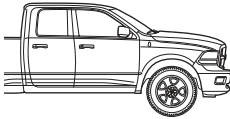
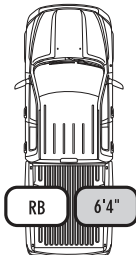
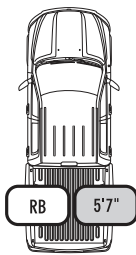
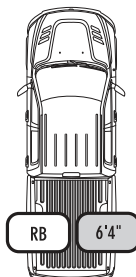
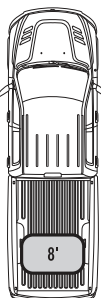
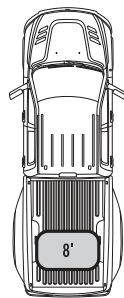
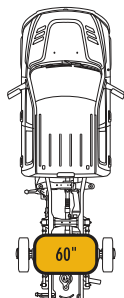
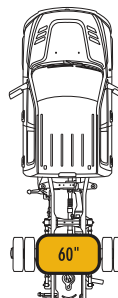
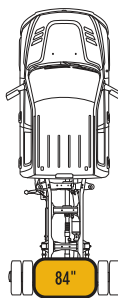
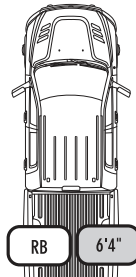
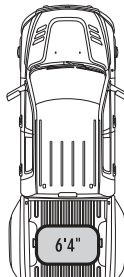
STD: 1500 TRADESMAN, 2500/3500 PICKUP | OPT: 1500 PICKUP



Crew Cab models offer comfort for the whole crew, with spacious and convenient storage to boot. These in-floor compartments are ideal for valuables and small tools.

STD: 1500/2500/3500 CREW CAB PICKUP

CONFIGURE IT OUT.

	1500 PICKUPS	2500 AND 3500 PICKUPS		3500, 4500 AND 5500 CHASSIS CABS				
	SRW	SRW	DRW	SRW	DRW			
 REGULAR CAB		 2500	 3500	 3500	 3500, 4500, 5500	 3500, 4500, 5500	 4500, 5500	 4500, 5500
 QUAD CAB®								
 CREW CAB		 2500, 3500	 2500, 3500	 3500	 3500	 3500, 4500, 5500	 4500, 5500	
 MEGA CAB®		 2500, 3500	 3500					
						 CARGO BED LENGTH	 CAB TO AXLE LENGTH (CA)	 RAMBOX® AVAILABLE
							SRW = SINGLE REAR WHEEL	DRW = DUAL REAR WHEEL

-  CARGO BED LENGTH
-  CAB TO AXLE LENGTH (CA)
-  RAMBOX® AVAILABLE
- SRW = SINGLE REAR WHEEL
- DRW = DUAL REAR WHEEL

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Learn more at chryslerbusinesslink.com
or call 877-2THELINK (877-284-3546).

*Some restrictions apply. See dealer for details.

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• **COMMERCIAL EQUIPMENT/UPGRADES**

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See your dealer for specific program rules and details, or call us toll-free at **877-ONTHEJOB (877-668-4356)**.



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^[1]Transferable. See dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. ^[2]When properly equipped. ^[3]Based on latest available competitive information. Class based on 250/2500 and 350/3500 pickups. ^[4]6'4" bed application is late availability. ^[5]Based on Class 5 pickup-based conventional cab chassis. ^[6]Based on Class 4-5 pickup-based conventional cab chassis. ^[7]Based on Class 3-5 pickup-based conventional cab chassis. ^[8]Based on Class 3 pickup-based conventional cab chassis, over 10,000 lb GVWR. ^[9]Always check entire surroundings before backing up. ^[10]Based on EPA estimates 14 city/20 hwy mpg for 4x2. ^[11]Based on *Automotive News* classification. ^[12]No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice, and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ^[13]Based on the latest available competitive information in the Small Commercial Van segment. ^[14]Requires Uconnect Phone. ^[15]Based on the latest available competitive information in the Small Commercial Van segment. EPA-estimated 17 city/25 highway mpg. ^[16]EPA-estimated 17 city/25 highway mpg. ^[17]The Advanced Front Air Bags in this vehicle are certified to the new U.S. federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. ^[18]Sold separately. Subscription required. Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. ^[19]Phone must support Bluetooth Phone Book Access Profile (PBAP). ^[20]Sirius services require subscriptions, sold separately after 12-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. SiriusXM U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States and D.C., with Sirius also available in PR. Go to www.siriusxm.com/traffic for available coverage. © 2011 SiriusXM Radio Inc. ^[21]ON THE JOB is a retail incentive program. See your dealer for official program rules. Inquire about eligibility by calling 877-ONTHEJOB or by logging on to Chryslerbusinesslink.com/programs_incentives.html. The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of vehicle purchase. An official ON THE JOB Customer Acknowledgement Form must be signed by the customer (provided by the dealer).

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